



# THE BIG MARKET



**Wednesday 7 December 2016 • 10am - 2pm  
St George's Market, Belfast**

## How to promote your company ahead of THE BIG MARKET



**Social Media.** Have you set up social media accounts for your company? Remember to make the names clear and searchable. Try to put together a strategy before you start!

**Flyers.** Have you created a flyer to give to your friends, family, parents, teachers and Board of Governors to tell them about the market? Remember to include the venue, date & time!



**Press.** Don't forget about traditional press! Ring up your local papers and let them know about The Big Market. Write up a press release with important information and email it to them.

**Word of mouth.** Don't underestimate the power of this! Tell all your friends and family about The Big Market, and ask them to spread the word too!



**Email.** Send the flyer you have made to all your friends and family through an email! This is cost-effective and takes up very little time!

**@YE\_NI**

**#TheBigMarket16**

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